

What do you mean by E-Learning Localization?

E-Learning localization means translating any e-learning content in the required language. It looks simple, but it is not because the content carries course material for a particular set of audience. The e-learning has the ability to reach out to thousands of online readers throughout the globe. If a company wants to grow its business internationally, then it is vital that it provides learning modules in different languages. For example, an Indian company opens up a branch in Russia, so instead of people travelling from India to Russia or vice versa the company can create training material for the employees in local language. Once a company decides to initiate Localization then they can also hire a local language expert.

There are several benefits of E-Localization and hence business can go global by acquiring the practice. Some of the benefits are listed below-

Broad E-Learning market – various online learners are looking for intellectual content in their local language. E-learning localization can increase the number of readers, resulting in, increased profits and a large market. Instead of targeting only English speaking market companies can earn profits by targeting other money-spinning regions. There are some direct costs involved in the process of localization like translator charges, but they are worth investment.

New Acquisitions – through localization new acquisition can be acquired as people sitting in various parts of the country can read the content in their native language and can benefit from the training. Due to this opportunity, the ability of understanding the subject increases.

Branding – when a company carry out e-learning localization it positions itself as the E-Learning brand company within the market. The company creates a status, enhances its image and builds integrity. The company ranks high on the cultural diversity and can create learning opportunities for learners present in other diverse areas.

Reliable Results – an international business can offer translation services to online courses with the help of local translators where its holding companies are located. This helps improving business efficiency, performance of employees and quality methodology for the localization process. For example, prospective learners of a company based in the United States will have the opportunity of learning company culture sitting in China.

Research Work – some cultural differences usually arise when there are different regions involved in the E-learning localization. The content should not become offensive hence lots of research targeting the audience has to be carried out due to which learning modules can be customized. The language experts might want to visit the native location to help get the idea about local norms and cultural background. Research work helps creating appropriate images and usage of right colors as per the cultural requirements. The chosen graphics should be relevant and realistic as per the cultural standards.

There are some more benefits associated with E-Learning Localization like quiz and assessment localization, graphics localization, interactive localization, working on product demos, webinars, virtual audios and videos and a combination of contents and validation of target language modules.

For more information on Translation, interpretation, voice over visit [LSP Guru](#)